



USDA Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Template Version 2.08

Required Report - public distribution

Date: 11/28/2005

GAIN Report Number: SP5042

Spain and Alimentaria 2006

Retail Food Sector

Voluntary

2005

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Report Highlights:

Alimentaria 2006, to be held in Barcelona, Spain during March 6-10, 2006, will provide U.S. exporters an opportunity to explore the changing Spanish market. This report highlights some of the most important recent changes in Spain in an effort to provide U.S. exporters information that may help them better target the Spanish market. (MG8SH2)

Includes PSD Changes: No
Includes Trade Matrix: No
Unscheduled Report
Madrid [SP1]
[SP]

In a recent study, Spanish consumers have elected shopping proximity and convenience as the most important factor affecting their shopping habits. This means that most consumers prefer local supermarkets rather than the larger hypermarkets, which are often times located a drive away. About 60 percent of the Spaniards prefer to shop close to home and dedicate 3.3 hours per week to buy food products, with an average of 32 minutes spent on each shopping trip. Seventy percent of the Spaniards walk to their elected store, while only 19 percent use their own car.

As a result, U.S. food exporters may need to focus on getting their product into the chains that own the smaller local supermarkets. Alimentaria 2006 will provide a tremendous opportunity for U.S. exporters to meet the owners of and buyers for the local supermarket chains. [Alimentaria](#) is the third most important international food show in Europe and the number one show on the Iberian Peninsula.

U.S. exporters should focus their potential offerings to high-quality, innovative products. Product quality, including innovation and variety are very important to Spanish shoppers. After proximity, product quality offered at the market is the one-most important consideration. Quality may also include product innovation, with 16 percent of the Spanish consumers willing to immediately try innovative products.

Additional information that may be of interest to potential Alimentaria 2006 exhibitors concerns who in Spain is doing the shopping. The number of male shoppers is also increasing in a country where shopping was traditionally a women's activity. While the number of Spanish households increased by 20 percent 1991 Census vs. 2001, the average size of the household has decreased by nine percent to 2.9 persons. One-person households have also increased by a whopping 82 percent over the same period. In addition, the number of immigrants, principally from Latin America, increased significantly in the last few years resulting in demand for Latin-style products. For a more thorough review of the Iberian Peninsula Retail Sector, please consult our report No. SP5039.

MAIN FACTORS AFFECTING CONSUMER DECISION TO ELECT WHERE TO PURCHASE FOOD PRODUCTS	TOTAL (%)
Proximity	60.7
Quality	57.3
Price (excluding sale promotions)	39.5
Variety of products offered	28.7
Attention given to the client	23.7
Sale promotions	23.2
Variety of brands	14.4
Quick purchasing	5.6
Parking	4
Operating hours	3.3

Source: MAPA, [Observatorio del Consumo y la Distribución Alimentaria 2004](#)

U.S. food exporters wishing to attend Alimentaria 2006 in Barcelona should contact Sharon Cook in the USDA/FAS Trade Show Office at 202-720-3425 or e-mail Sharon.Cook@usda.gov or Maria Gomes at Aglberia@usda.gov.